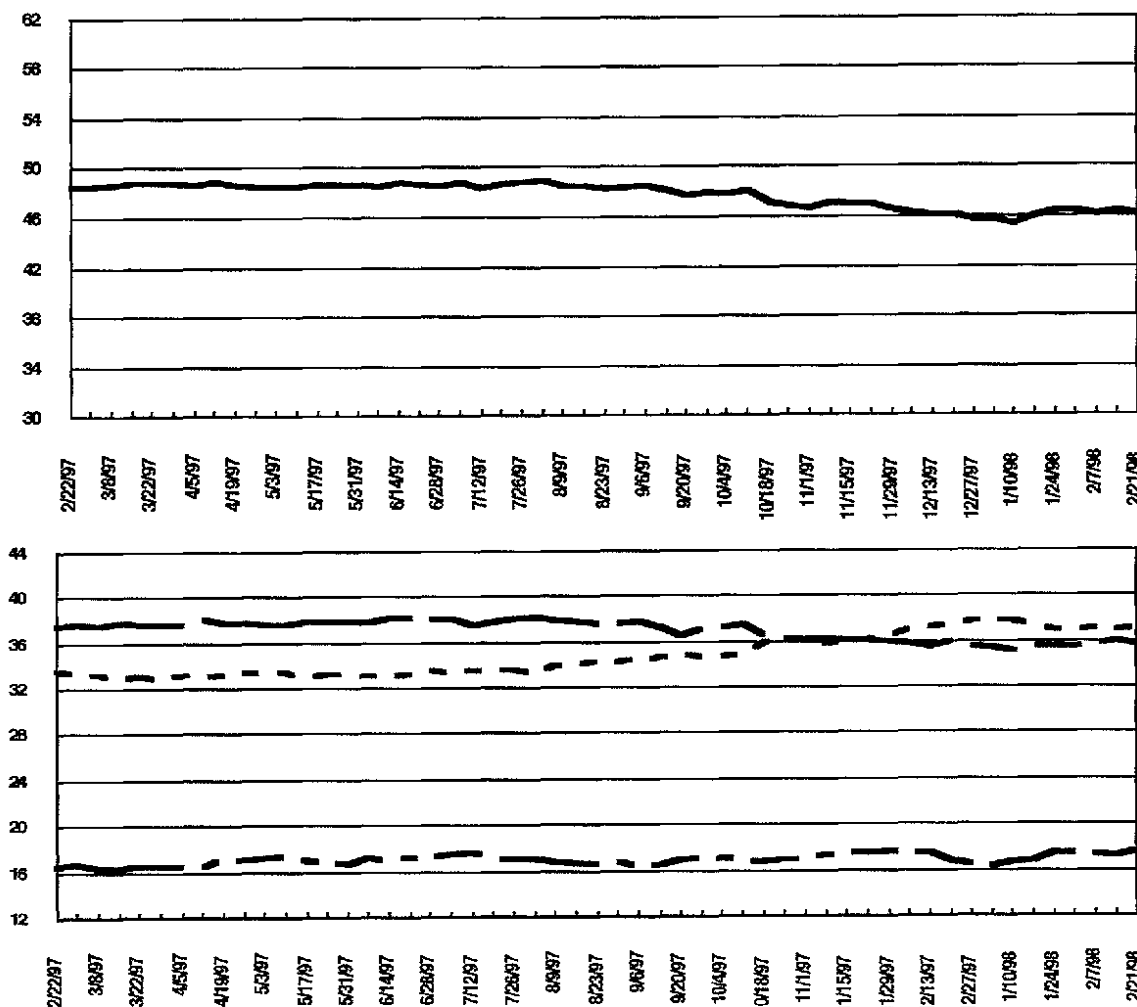


BP OIL (T. Clem) THROUGH W/E 2/21/98



	26 WK	13 WK	FY '97	YTD '98	DIFF
Philip Morris	46.55	46.13	47.73	46.97	-0.76
Marlboro	35.93	35.72	37.02	36.20	-0.82
OPB	6.67	6.65	6.93	6.65	-0.28
Basic	3.65	3.49	3.45	3.85	0.40
R. J. Reynolds	36.60	37.13	34.82	36.13	1.31
Camel	8.45	8.72	8.35	8.29	-0.06
Winston	8.65	8.65	7.78	8.20	0.42
Doral	2.82	3.09	2.73	3.23	0.50
B&W	7.32	7.17	7.88	7.23	-0.65
GPC	0.77	0.64	0.93	0.63	-0.30
Lorillard	9.42	9.46	9.45	9.56	0.11
Newport	8.37	8.47	8.19	8.59	0.40
Liggett Group	0.06	0.06	0.06	0.06	0.00
Premium	82.43	82.31	83.10	81.48	-1.61
Private Label	8.88	9.10	8.07	9.46	1.39
Avg Ind CPW	174.53	170.75	169.50	168.71	-0.79
Avg PM CPW	81.25	78.77	80.91	79.25	-1.66
Avg Marl CPW	62.71	60.99	62.75	61.07	-1.68
# of Stores	487	487	487	487	0

Source: STARS Store Level Data

Leadership Accounts Package

2071850157